

FULL TWO YEAR WARRANTY

Philips Electronics North America Corporation warrants each new Norelco Product, Model 3405LC (except cutters and combs) against defects in materials or workmanship for a period of two years from the date of purchase, and agrees to repair or replace any defective product without charge.

IMPORTANT: This warranty does not cover damage resulting from accident, misuse or abuse, lack of reasonable care, the affixing of any attachment not provided with the product or loss of parts or subjecting the product to any but the specified voltage.* Use of unauthorized replacement parts will void this warranty.

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION WILL NOT PAY FOR WARRANTY SERVICE PERFORMED BY A NON-AUTHORIZED REPAIR SERVICE AND WILL NOT REIMBURSE THE CONSUMER FOR DAMAGE RESULTING FROM WARRANTY SERVICE PERFORMED BY A NON-AUTHORIZED REPAIR SERVICE. NO RESPONSIBILITY IS ASSUMED FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES.

In order to obtain warranty service, simply take or ship the product postage prepaid to the nearest Authorized Norelco Service Location. It is suggested that for your protection you return shipments of product by insured mail, insurance prepaid. Damage occurring during shipment is not covered by this warranty.

NOTE: No other warranty, written or oral, is authorized by Philips Electronics North America Corporation. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above exclusion and limitations may not apply to you.

* Read enclosed instructions carefully.

Manufactured for:

Norelco Consumer Products Company
A Division of Philips Electronics North America Corporation
1010 Washington Blvd., Stamford, CT 06912-0015



MADE IN HOLLAND.

This symbol on the product's nameplate means it is listed by Underwriters' Laboratories, Inc.

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The advertisement features the Norelco logo at the top left, followed by the text "DoubleAction" in large yellow letters and "SHAVING SYSTEM" in smaller white letters. The central focus is a grey, three-bladed electric shaver (Model 3405LC) shown from a side-on perspective, resting on a circular, light-colored wooden surface. The shaver has a textured grip and a power button. Below the shaver, the model number "3405LC" and "Corded Razor" are printed. In the bottom right corner, the Philips logo is displayed next to the word "PHILIPS".

IMPORTANT SAFETY INSTRUCTIONS

When using an electric razor, basic precautions should always be followed, including the following:

Read all instructions before using this appliance.

DANGER

To reduce the risk of electric shock:

1. Do not reach for a razor that has fallen into water. Unplug immediately.
2. Do not use while bathing or in a shower.
3. Do not place or store razor where it can fall or be pulled into a tub or sink. Do not place or drop into water or other liquid.
4. Always unplug this razor from the electrical outlet immediately after using.
5. Unplug this razor before cleaning.

WARNING

To reduce the risk of burns, fire, electric shock, or injury to persons:

1. Close supervision is necessary when this razor is used by, on, or near children or invalids.
2. Use this razor for its intended household use as described in this manual. Do not use attachments not recommended by Philips Electronics North America Corporation.
3. Never operate this razor if it has a damaged cord or plug, if it is not working properly, if it has been dropped or damaged, or dropped into water. Return the razor to an Authorized Norelco Service Location for examination and repair.
4. Keep the cord away from heated surfaces.
5. Never drop or insert any object into any opening.
6. Do not plug in razor outdoors or operate where aerosol (spray) products are being used or where oxygen is being administered.
7. Do not use this razor with a damaged or broken comb, as facial injury may occur.

8. Always attach plug to razor first, then to outlet. Be certain that plug is inserted firmly into razor, up to mark indicated on plug. To disconnect, turn razor off then remove plug from outlet.
9. To prevent possible damage to the cord, do not wrap cord around the razor.
10. Never put the razor in direct sunlight or store in a pouch at a temperature above 140°F.
11. An appliance should never be left unattended while plugged in.

SAVE THESE INSTRUCTIONS



60 - DAY MONEY-BACK GUARANTEE

To enjoy the closest and most comfortable shave from your new Norelco Men's Razor, the razor should be used exclusively for 3 weeks. This allows your hair and skin enough time to adapt to the Norelco Shaving System. If, after that period of time, you are not fully satisfied with your Norelco Men's Razor, send the product back and we'll refund you the full purchase price.

The razor must be shipped prepaid by insured mail, insurance prepaid, and have the sales slip, indicating purchase price and the date of purchase, enclosed. The razor must be postmarked no later than 60 days after the date of purchase. Norelco reserves the right to verify the purchase price of the razor and limit refunds not to exceed suggested retail price.

Send dated sales slip, your complete name and address as indicated below, and the razor, prepaid to:

Norelco Consumer Products Company
A Division of Philips Electronics North America Corporation
P.O. Box 1116
Skokie, IL 60076

Please allow 4-6 weeks for delivery of check. (Please Print)

Name_____

Address_____

City_____

State____ Zip_____

Telephone No. (____) _____
AREA CODE

REASON FOR RETURNING: _____

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WARRANTY Back Cover

2.

FEATURES

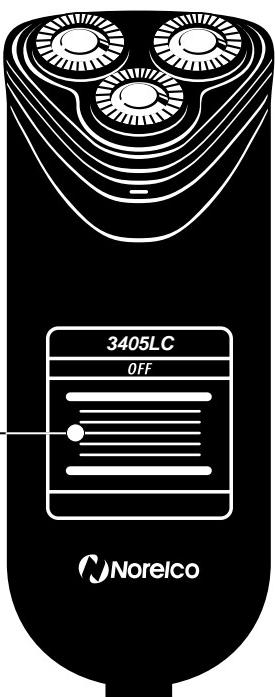
Double Action
Shaving System

Razor Head Assembly

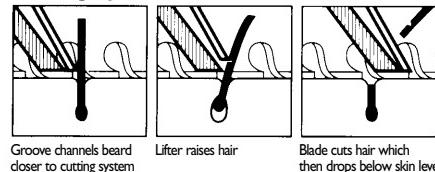
Protective Razor
Head Cap

Hair Chamber captures
shaven hair

ON/OFF Switch

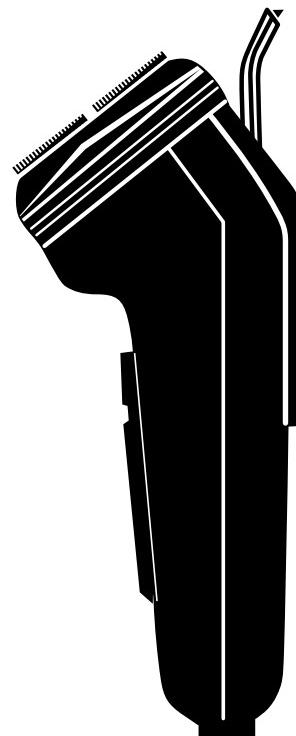


How the Norelco Lift and Cut® Patented Shaving System Makes Close Comfortable:



3.

- Pop-Up Trimmer
- Mono Voltage (110V AC)
- Cleaning Brush
- Corded-Shaves with a cord
- Full 2-Year Warranty



4.

PUT IT TO THE TEST & SHAVING TIPS

- 21 Day Trial and Conversions Process. It is a fact that your skin and beard need time to adjust to a new shaving system.
- Use your new razor exclusively for 3 weeks to fully enjoy the closeness of a Norelco shave.*
- At first you may not get as close a shave as you expect, or your face may even become slightly irritated. This is normal since your beard and skin will need time to adjust. Invest 3 weeks and you'll soon experience the full joy of your new razor.
* Stick with it! If you alternate shaving methods during the adjustment period, it may make it more difficult to adapt to the Norelco shaving system. If you are still not convinced after 21 days, Norelco will refund you the full purchase price, guaranteed.

HOW TO SHAVE WITH AN ELECTRIC RAZOR

- Shaving with skin dry gives the best results.
- 1 Turn razor ON.
- 2 Connect cord (provided) to razor.
- 3 Plug into 120V AC electrical outlet.
- 4 Turn razor ON. Shave against the direction of beard growth using both straight and circular movements.
- 5 Stretch your skin with your free hand so blades can lift and cut whiskers. Gently press razor to skin, so the floating heads can follow the contours of your face. DO NOT press to hard. Too much pressure can pinch the skin into the combs.
- 6 Turn razor OFF.



5.

- 7 Put the protective razor head cap on the razor to protect razor heads.

- 8 Replace your Norelco Double Action razor heads (model # HQ4) once a year for optimal shaving results.

TRIMMING

- To groom sideburns and moustache:

- 1 Turn razor ON.
- 2 Push up Trimmer Slide Switch.
- 3 Hold Trimmer as shown and move in downward strokes with gentle pressure.



- 4 Close Trimmer by sliding Trimmer switch down.

- 5 Turn razor OFF.

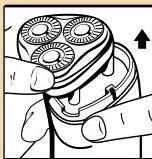
CLEANING

- Once A Week: Razor

- 1 Turn razor OFF (disconnect cord from razor and outlet).
- 2 Clean the top of the razor with the supplied brush.



- 3 Remove Razor Head Assembly off the razor unit.



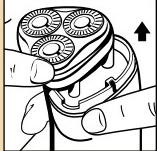
6.

4 Brush the inside of housing and Razor Head Assembly.

5 Replace the Razor Head Assembly back on razor.

► Every Two Months: Razor Heads

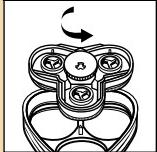
1 Turn razor OFF and disconnect from outlet.



2 Remove Razor Head Assembly off housing unit.

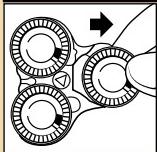
3 Brush the inside of the housing.

4 Turn Razor Head Assembly over so that the underside is exposed.



5 Press down and turn wheel of frame counterclockwise.

6 Remove the frame and brush clean.



7 Slide and remove one cutter and head at a time to clean.
• Be careful not to mix up cutters and heads. They are a matched set and if interchanged, it will greatly affect shaving performance.

7.

8 Separate the cutter from the head.



9 Only brush the cutter in an upward motion.
Use the short bristled side of the brush.

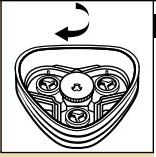
10 Brush the slots of the razor head.

For optimum performance, razor cutters and heads should be cleaned in a degreasing liquid (e.g. Norelco Razor Cleaner or alcohol) and lubricated with Norelco Razor Lubricant, model AL80, or one drop of mineral oil (in the center of the head).

11 Replace the cutter into head section. Slide razor head back into frame making sure that flat rim of cutting heads slides under 2 clamps on frame.

12 Repeat the process for the other two razor heads (cutters and heads).

13 Replace the frame.



14 Press down and turn the wheel clockwise until it locks into place.

15 Replace the Razor Head Assembly back on razor.

8.

► **After Each Use: Trimmer**

- 1** Turn razor OFF.
- 2** Push Trimmer Slide Switch up to pop-up Trimmer.
- 3** Clean Trimmer with the brush every time you use it.
- 4** Lubricate the Trimmer teeth with Norelco Razor Lubricant (model AL80), or with one drop of mineral oil every 6 months.
- 5** Close Trimmer by sliding Trimmer switch down.

9.

ASSISTANCE

- For assistance or the Authorized Norelco Service Location nearest you, call toll free:

I-800-243-3050

or visit our website: www.norelco.com

- Authorized Norelco Service Location information is available 24 hours a day, 7 days a week.

ACCESSORIES

► **Replacement Heads**

- **Model HQ4** - For maximum razor performance, replace your Norelco Double Action razor heads once a year.

► **Razor Lubricant & Cleaners**

- **RC1776** - Norelco Razor Cleaner
- **AL80** - Norelco Razor Lubricant

Norelco Razor Accessories may be purchased at a store near you, an Authorized Norelco Service Location, by the order form enclosed or visit our website: www.norelco.com